Amendments to and Listing of the Claims:

Please amend claims 1, 3-6 and 8, cancel claims 12-14 and add new claims 15-23 as follows:

1. (currently amended)   In a television network system, subscriber equipment for displaying targeted advertisements to a subscriber, the subscriber equipment comprising:

a communications interface for receiving at least one queue identifying a sequence of targeted advertisements, wherein the at least one queue is selectively distributed to the subscriber and the targeted advertisements have been previously matched to the subscriber;

memory for storing the at least one queue ~~of selectively distributed advertisements~~;

a processor, responsive to the at least one queue, ~~for inserting~~configured to insert the targeted advertisements ~~in~~into program streams for display to the subscriber in accordance with the sequence, wherein the sequence is independent of the content of the corresponding program stream; and

a trigger circuit for determining if the at least one queue has reached a low-level, wherein said communications interface ~~receives~~refreshes the at least one ~~additional~~ queue ~~of targeted advertisements~~ in response to a low-level determination by said trigger circuit.

2. (original) The system of claim 1, further comprising a counter for tracking number of times each targeted advertisement is displayed to the subscriber.

2

3. (currently amended)   The system of claim 1, wherein said communications interface also receives the targeted advertisements and said memory also stores said targeted advertisements, the at least one queue identifies a sequence for said processor to insert the targeted advertisement in the program stream for display to the subscriber.

4. (currently amended)   The system of claim 3, wherein each targeted advertisements advertisement stored in said memory is identified by an advertisement identifier that uniquely identifies the targeted advertisement and the at least one queue references the advertisement identifier.

5. (currently amended)   The system of claim 1, wherein for each targeted advertisement within the at least one queue, the at least one queue includes advertiser data identifying the advertiser sponsoring the advertisement.

6. (currently amended) The system of claim 1, wherein for each targeted advertisement within the at least one queue, the at least one queue includes a time frame defining a time during which the targeted advertisement should be displayed.

7. (original)   The system of claim 6, wherein the time frame defining the time during which the advertisement should be displayed includes at least one of:

an hour frame indicating the hours of the day during which the advertisement should be displayed;

a day frame indicating the days of the week, month or year during which the advertisement should be displayed;

3

a week frame indicating the weeks of the month or year during which the advertisement should be displayed; and

a month frame indicating the months of the year during which the advertisement should be displayed.

8. (currently amended)   The system of claim 1, wherein for each targeted advertisement ~~within the at least one queue~~, the at least one queue includes at least one of:

an expiration date of the targeted advertisement;

a maximum total number of times the targeted advertisement should be displayed;

a maximum number of times the targeted advertisement should be displayed each day;

a total number of times the targeted advertisement has previously been displayed to the subscriber; and

a number of times the targeted advertisement has been displayed that day.

9. (original)   The system of claim 1, wherein said trigger circuit determines that the at least one queue has reached a low-level if at least one of the following occur:

the at least one queue has less than a particular number of slots remaining;

the at least one queue has less than a particular number of targeted advertisements remaining; and

the at least one queue has a particular number of targeted advertisements that are almost expired.

10. (original) The system of claim 1, wherein said communications interface is connectable to an advertisement management system over a network connection wherein the targeted advertisements are identified by the advertisement management system based on a profile of the subscriber supplied to the advertisement management system.

11. (original) The system of claim 1, wherein the at least one queue includes a state indicator for activating said trigger circuit.

12-14. (canceled)

15. (new)   A method of displaying targeted advertisements to a subscriber in a communications network, the method comprising:

(a) selectively distributing at least one queue to a node associated with the subscriber, each queue identifying an ordered list of targeted advertisements, each of the targeted advertisements being previously matched to the subscriber;

(b) storing the at least one queue at the node;

(c) inserting the targeted advertisements into one or more programming streams displayed to the subscriber, the advertisements being inserted in accordance with the ordered list of the corresponding at least one queue, wherein the order of the advertisements in the ordered list is independent of the content of the program stream into which the advertisements are inserted; and

(d) refreshing the at least one queue upon a determination that the at least one queue has reached a low-level.

16. (new)   The method of claim 15 further comprising:

(e) tracking the number of times each targeted advertisement is displayed to the subscriber.

17. (new)   The method of claim 15 wherein each targeted advertisement is identified by an advertisement identifier that uniquely identifies the targeted advertisement and the at least one queue references the advertisement identifier.

18. (new)   The method of claim 15 wherein for each targeted advertisement, the at least one queue includes advertiser data identifying the advertiser sponsoring the advertisement.

19. (new)   The method of claim 15, wherein for each targeted advertisement, the at least one queue includes a time frame defining a time during which the targeted advertisement should be displayed.

20. (new)   The method of claim 19, wherein the time frame defining the time during which the advertisement should be displayed includes at least one of:

an hour frame indicating the hours of the day during which the advertisement should be displayed;

a day frame indicating the days of the week, month or year during which the advertisement should be displayed;

a week frame indicating the weeks of the month or year during which the advertisement should be displayed; and

a month frame indicating the months of the year during which the advertisement should be displayed.

21. (new)   The method of claim 15, wherein for each targeted advertisement the at least one queue includes at least one of:

an expiration date of the targeted advertisement;

a maximum total number of times the targeted advertisement should be displayed;

a maximum number of times the targeted advertisement should be displayed each day;

a total number of times the targeted advertisement has previously been displayed to the subscriber; and

a number of times the targeted advertisement has been displayed that day.

22. (new)   The method of claim 15, wherein the determination of step (d) is made if one of the following occur:

the at least one queue has less than a particular number of slots remaining;

the at least one queue has less than a particular number of targeted advertisements remaining; and

the at least one queue has a particular number of targeted advertisements that are almost expired.

23. (new)   A method of displaying targeted advertisements to a subscriber in a communications network, the method comprising:

(a) selectively distributing at least one queue to a node associated with the subscriber, each queue comprising an ordered list of targeted advertisements, each of the targeted advertisements being previously matched to the subscriber;

(b) storing the at least one queue at the node;

(c) inserting the targeted advertisements into avails in one or more programming streams displayed to the subscriber, the advertisements being inserted in accordance with the ordered list of the corresponding at least one queue, wherein the order of the advertisements in the ordered list is independent of the timing of the avails into which the advertisements are inserted; and

(d) refreshing the at least one queue upon a determination that the at least one queue has reached a low-level.